

**REMARKS/ARGUMENTS**

**Claim Rejections Under 35 U.S.C. § 103(a)**

The Examiner rejected claims 1, 12, 17, and 19 under 35 U.S.C. § 103(a) as unpatentable over U.S. Patent No. 6,736,642 to Bajer et al (“Bajer”) in view of U.S. Patent No. 5,722,418 to Bro (“Bro”) and U.S. Publication No. 2002/0061505 to Siler (“Siler”). Claim 1 has been amended to include the limitation of intuition or “intuitively.” The present invention recognizes a difference between cognition and intuition, wherein a cognitive approach has a stated objective and an intuitive approach does not have a stated objective. The intuitive approach and cognitive approach are mutually exclusive, but can work together. The undersigned has already provided arguments with respect to Bajer and Bro, and those are herein incorporated by reference. With respect to Siler, the combination of Siler, Bajer, and Bro would not enable one of ordinary skill in the art to obtain a predictable result that would render the present invention obvious. For example, in paragraph 0012 of Siler, Siler states, “Through use of this model in the instant process, the user can quickly grasp and convey a concept or experience, regardless of how complex the concept is or how personal and subtle the experience.” This is not possible in the present invention. Siler focuses on understanding and communicating a particular idea. Intuition goes beyond understanding. “Intuition” is defined as “the direct perception of something independent of mental processes; immediate apprehension through emotions.” (see paragraph 0037 of the present invention) Again, Siler states, in paragraph 0002, “The present invention relates to methods and apparatuses for facilitating *cognitive* functioning and the results of such

functioning as evidenced by physical form.” (emphasis added). “Cognition” is defined as “the act or process of knowing based upon mental processes involving such things as sense, memory, judgment, reasoning, and logic.” (See paragraph 0032 of the present invention) The approach of Siler is opposite from the approach of the present invention, so, according to the definitions, Siler actually teaches away from the present invention. Although Siler states, “The methods and apparatuses of the present invention facilitate business, educational, and family functions by giving visual, tangible and concrete form to creative and critical thinking and ideas—thus making it easier and more effective to communicate thoughts, feelings, viewpoints, beliefs, realizations, intuitions and ideas.” (see paragraph 0033) and “The methods and apparatuses of the present invention help extract this knowledge in a natural, intuitive, easy and pleasurable way, leaving people the option of working individually or collaboratively to this end.” (see paragraph 0016) and “The physical symbolic models of the present invention can be created spontaneously and intuitively, or logically and methodically.” (see paragraph 34), nothing in Siler intuitively interrelates or creates an intuitive progression between allegories using archetypes, as is recited in the amended claims.

No where does Siler indicate that a primary purpose of his invention is to encourage action on the new idea. Siler states, “The process of the present invention is effective in enhancing functions in the corporate realm, for example, as an ‘emergency procedure,’ or crisis management, in opening up the imagination of people whose creativity is severely blocked by anxiety, fear, close-mindedness or compartmentalization.” (See paragraph 0020). Siler goes on

to state, “The present invention also is useful in the family and home, for example, to (1) foster communication between family members; (2) develop abilities of families to act as lifelong collaborative learners; (3) improve family functionality, cohesion and well-being; (4) nurture family values, awareness and interest in learning, and (5) discover points of human commonalities.” (See paragraph 0022) Siler relates more to elements of communication and conceptualization. Just because an idea is communicating or conceptualized more clearly does not guarantee action. Siler also states, “When all five dimensions of communication are used to generate, articulate and convey viewpoints, ideas, insights, and inventions or innovations, the sense of understanding increases, as does the meaning and usefulness of the information being communicated. As well, the information is retained longer and applied in more personally meaningful and productive ways. Furthermore, when the methods and apparatuses of the present invention are experienced, connections between different sources and forms of information become apparent. Knowledge and ideas that previously remained separate and unrelated to one another become connected. *In effect, the tools of the present invention enable the user to see the deeper connections and relationships between all forms of information.* This act of seeing and creation improves human communication, strengthens and inspires collaborative learning, helps people leverage their tacit and explicit knowledge, and accelerates breakthroughs and innovations.” (See paragraph 0031)(emphasis added) In effect, Siler is more a communication tool than a motivational one. Again, Siler states, “The present invention provides tools for conceptualization, visualization and expressive manipulation. These tools may be used to foster the generation, exploration, implementation, advertising, marketing, and selling of ideas and

knowledge, and the communication of these ideas to others through hands-on, interactive methods that can involve or be augmented by media technology.” (See paragraph 0039) In contrast, the present invention focuses on the challenge of moving people to action. The basis of any action is emotion. “A third challenge this invention addresses is encouraging action on the concepts and techniques designed to improve interpersonal skills by increasing the likelihood this will happen and decreasing the necessity for financial incentives.” (See paragraph 0013 of the present invention.) A “sense of urgency” is basically a feeling. The present invention uses the connection between emotions and actions because the “trigger” to move people through action is archetypes. The present invention defines “archetype” as “an original image inherited at birth common to all humans that emerges as a symbol in various forms to represent an emotion or intuition for a collection of emotions and to encourage certain actions.” (See paragraph 30) It is through the use of archetypes that the present invention moves people to action, which is why the present invention uses a database of allegories containing archetypes for instructors to use.

The arguments made with respect to claim 1 are equally applicable to claims 12, 17, and 19, and are herein incorporated by reference.

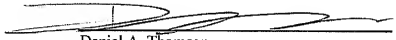
The Examiner rejected claims 2, 4-7, 9-11, 13-16, 18, and 20 under 35 U.S.C. § 103(a) as unpatentable over Bajer in view of Bro and further in view of U.S. Patent No. 6,077,085 to Parry (“Parry”) and further in view of Siler. The arguments made with respect to claim 1 are equally applicable to claims 2, 4-7, 9-11, 13-16, 18, and 20, and are herein incorporated by reference.

Applicant respectfully requests that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

**BROUSE MCDOWELL**

December 19, 2007  
Date



Daniel A. Thomson  
Reg. No. 43, 189  
Customer No. 26871